

Suburban Development and the Small Merchant.

"I have listened with interest for a good many years," said the manager of one of Newark's largest department stores recently, "to talk about the department stores of Newark and the extension of the trolley through this section killing the trade of local merchants in small villages adjacent to Newark. Within a month I have taken a number of trolley trips through the northern part of the State and have made a discovery, I think, will be of considerable interest to the people who have not had the same opportunity to observe that I have had. As the result of my observation I conclude that the Newark department stores may not be a direct advantage to the small local merchant situated elsewhere, that it certainly does him no harm, and that the extension of the trolley lines which bring people to us actually benefits the small dealer. The reason of this is that the trolley lines cause more people to locate in the small towns, and these people buy a good part of their supplies of the local dealers. I find that the number of small dealers in the towns adjacent to Newark instead of decreasing is multiplying rapidly. Bloomfield avenue from Broad street, Newark, to Verona, except for short spaces, where the territory is not built up, is practically a continuous line of small shops and stores for miles. The same is true of almost every important avenue traversed by the trolley lines leading from Newark to Elizabeth, Paterson, Passaic, Rutherford and their suburbs. I went into the Board of Trade the other day and asked the secretary to give me information on the number of new stores building between Newark and its most important suburbs. I learned that real estate men report to the Board of Trade that the number of small stores going up in this territory is no less than thirty per cent. of the number of residences now building. I find wherever I go in the heart of each suburb and district a very respectable sized business section building up. Of course real estate offices are numerous, but that is a healthy sign. Insurance men are numerous also, but where people encourage an insurance man to locate you can bet there is something to insure, and the people who own houses and household goods demand small articles and the necessities of life, each of which must be handled and sold locally.

"It would not surprise me at all, in a few years, such localities as Verona, Vailsburg, Montclair, Bloomfield, the Oranges, and many others, will have moderate-sized department stores of their own, because the majority of the people now settled in towns like these are busy householders who do not have the time to travel long distances to

Newark for the sole purpose of shopping, and who will soon locate in sufficient numbers to demand the supply of their needs for all sorts of articles at local points of distribution. It would be natural enough if the large department stores of Newark established branches where needed."

Patents Issued.

Patents issued to Jerseymen and reported for the CITIZEN by Drake & Co. Solicitors of Patents, corner Broad and Market streets, Newark, N. J.: Eyeglasses, E. C. Bernheim, Newark; steam-making machine, R. H. Brans, Newark; clothesline holder, D. W. Hart and H. Mass, Jersey City; photographic appliance, S. De Vail, Hoboken; flushing apparatus, J. Denton, Paterson; wrapping machine, E. Fidell, Jersey City; double and twin cylinder press, F. G. Gray and C. Howitt, Paterson; sheet metal hollow-ware drawing press, P. E. Hahnenmann, Newark; catch for bracelets, G. Haubner, Irvington; mechanism for controlling the ink supply of printing machines, D. W. Jones, Plainfield; type-writing machine, E. F. Kunath, Jersey City; stockin' supportor, G. J. Murdoch, Newark; molded stone building slab, O. Price, Plainfield; shipping tag, M. L. Powers, Newark; electric motor, J. Walos, Plainfield; tripping motion for printing machines, J. White, Bound Brook. Designs—Back of brushes, umbrellas or similar toilet articles, G. L. Cromwell, Arlington. Trade marks—Liquid compound of honey and rock-candy, J. Krieg, Jersey City.

Interesting Choral Service.

The October choral service of the Puddie Memorial Baptist Church choir, Newark, Sunday evening, October 28, will present Rossini's masterpiece, "The Stabat Mater," with English translation by William Ball. The soloists for the cantata will be Mrs. Orrie Kinsey Taylor, soprano; Miss Elizabeth Van Ness, soprano; Miss Alice Van Neste, contralto; Miss Anna Williams, alto; Miss Williams, bass; Claude Travys, violin. The cantata will be rendered by the festival choir of the Puddie Church, of which Arthur Russell is organist and choirmaster. The public is invited. The service begins at 7:30 o'clock. All the street cars pass the doors of the church.

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Carpet Cleaning.

Now is the time to clean carpets. If you want your carpets taken up, cleaned and re-laid, send word to D. Douglass, No. 9 Park street, Montclair. Mr. Douglass has had years of experience in carpet cleaning, and has a large patronage in this town, Glen Ridge and Montclair. Those intending to move can have their carpets taken up, cleaned and re-laid on short notice. The work will be well and promptly done.—Advt.

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361 BROAD ST., BLOOMFIELD, N. J.**Important Announcement by Public Service**

relating to a reduction in public and commercial electric rates, and in the price of gas to the \$1.00 standard; and also providing for the extension of the 5c. fare zone and transfer system of the Street Railway Department.

At a meeting of the Board of Directors of Public Service Corporation held on Tuesday, October 23, the following resolution was unanimously passed:

RESOLVED, That in the judgment of the Board of Directors the result of the extension, betterment, rebuilding and consolidation of the electric plants, which have been in progress ever since the formation of Public Service, and which will be largely completed by January 1st, 1908, will justify bids for public lighting made after that date at lower prices than have heretofore prevailed, particularly in view of the fact that existing contracts do not all fall in at one date, but their expiration extends over a period of about two years, and also that a very large increase in the commercial business will justify, at the same time, a further substantial reduction in the present base rate for commercial light and power, which now ranges from 12c. to 14c. per k. w. hour—except in Bergen County, where the base rate is 15c. per k. w. hour; and

RESOLVED, That the President be authorized to officially announce that all biddings after January 1st, 1908, on renewals of public lighting contracts shall be made according to the following schedule for a five-year contract, namely:

In cities of the first class, a maximum rate of \$75.00 per annum per arc light of 2,000 candle power.

In all other cities a maximum rate of \$50.00 per annum per arc light of 2,000 candle power.

In all municipalities other than cities a maximum rate of \$35.00 per annum per arc light of 2,000 candle power.

And also that on and after January 1st, 1908, the Base Rate for Commercial Light and Power shall be Reduced to 10c. per K. W. Hour Throughout the Territory Served by Public Service and Its Subsidiary Companies, except Bergen County, where the rate shall then be reduced to 12c. per k. w. hour, and on January 1st, 1910, to 10c. per k. w. hour.

RESOLVED, FURTHER, That in the few remaining municipalities where the price of gas now exceeds \$1.00 net per thousand cubic feet, Said Price shall be Reduced to \$1.00 net per Thousand Cubic Feet on January 1, 1909, except in Bergen County, where the reduction to \$1.00 net per thousand cubic feet shall be made simultaneously with the final electric reduction on January 1st, 1910, and that meanwhile the annual reduction already promised at 5c. per thousand cubic feet shall be continued.

The above resolution, so far as it relates to a reduction in electric light and power in Essex, Hudson and a portion of Union and Morris counties, was concurred in by the Board of Directors of United Electric Company of New Jersey, at a meeting held on Tuesday, October 23.

This announcement is made at this time because the voters of certain cities are to decide at the forthcoming election whether they will authorize their respective municipal officers to construct a municipal electric station for both public and commercial use, and two other cities are considering the erection of an electric plant for public lighting. In view of the foregoing it is believed that any such action will be altogether undesirable.

The rates at present being charged for gas and electric service in the several municipalities are perfectly fair. Substantial reductions, both in the prices of gas and electricity, have already been made by Public Service since its formation in April, 1903. At the time of the acquisition of the gas properties of Public Service the price of gas ranged from \$1.80 to \$1.00 net per thousand cubic feet, the latter price prevailing only in parts of South Jersey, Newark and adjacent territory. The base rate for electricity ranged from 20 cents to 13 cents per k. w. hour.

The large further reduction herein provided for, as well as those already made, has only been made possible as a result of the consolidation of many properties into one company. If it were practicable from a financial standpoint to make reduction in rates earlier, it would be impossible to obtain the additional electrical apparatus which will be required to take care of the abnormal increase in business which will undoubtedly result from the large reduction in rates.

The reason for the prolongation of the date at which the ultimate base rate for both gas and electric is reached in Bergen County is because of the widely scattered nature of the population, and of the consequent longer time involved in bringing that property into close relationship with the rest of the territory, which difficulty is accentuated by the fact that the Bergen County property was not acquired by Public Service until recently.

When the foregoing schedules shall have been put into effect we challenge comparison of our rates with those of any other company or companies serving the people of any other commonwealth in the distribution of gas and electricity, under similar conditions.

The company takes further pleasure in announcing that by a re-arrangement and reduction of fares on its street railway system on and after November 1, 1906, the fare will be:

1. From any point in Essex County (except Eagle Rock, Caldwell and Verona), to any point in Essex County reached by the lines of the company on a continuous trip, with a single transfer, 5 cents.

2. From any point in Hudson County to any point in Hudson County reached by the lines of the company on a continuous trip, with a single transfer, 5 cents.

3. From any point in Hudson County to any point in Essex County (except Eagle Rock, Caldwell and Verona), reached by the lines of the company on a continuous trip, with a single transfer in each county, and conversely, 10 cents.

4. From any point in Essex County (except Eagle Rock, Caldwell and Verona), on a continuous trip, with a single transfer, to any point in Union County, as far west as Cranford, and conversely, 10 cents.

5. From any point in Hudson County with single transfer on a continuous trip, to any point in Union County, as far west as Cranford, and conversely, 15 cents.

At the time of the acquisition by Public Service of the nine different street railway companies now comprising its Street Railway Department, no company transferred with any other company; now all the companies transfer at all intersecting points.

The company is fully aware of the annoyance caused the public by the smoke issuing from the chimneys of its plants and those of other manufacturers, and from steam locomotives. To remedy this is a most difficult problem. For over a year past the company has been experimenting with various smoke-consuming devices, with only partial success. While frequently the smoke is lessened by their use, the efficiency of the plant is seriously interfered with. In the judgment of our engineers their success is by no means assured where the fluctuations in load exist as in an electric plant. The company pledges itself to the further and thorough investigation of this subject, and to the adoption of such smoke-consuming devices as shall be demonstrated to be commercially practicable for its business.

In the further prosecution of its vast business, and in the comprehensive upbuilding and development of the great properties committed to its care, upon which over \$26,000,000 has already been expended by this company without financial return to stockholders upon their cash investment amounting to \$12,500,000 at par, Public Service seeks the good will and consideration of the fair-minded people of New Jersey, whose prosperity is so interwoven with the success of the company.

Newark, October 24, 1906.

THOMAS N. McCARTER, President